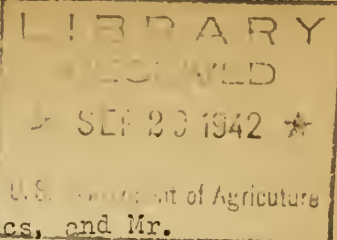


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Save Your Clothes



A broadcast by Miss Ruth Van Deman, Bureau of Home Economics, and Mr. Wallace Kadderly, Office of Information, Thursday, July 30, 1942, in the Department of Agriculture period of the National Farm and Home Hour, over stations associated with the Blue Network.

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WALLACE KADDERLY:

Now more wartime helps for homemakers - helps developed through the research work of the Bureau of Home Economics and reported by Ruth Van Deman---Ruth, yesterday you brought us word of your new bulletin on meat - "Meat For Thrifty Meals" ----got another new one up your sleeve today?

RUTH VAN DEMAN:

Sleeves are short this hot weather, Wallace.

KADDERLY:

But you home economics people are long on new bulletins.

VAN DEMAN:

Well, since you insist, I do have two new ones for you to announce today--- Save Your Clothes---Reclaim the Family Wardrobe.

KADDERLY:

Good. At the rate clothing factories are converting to war production, we're going to have to do some tall conserving on our clothes here at home- or else ---

VAN DEMAN:

There are lots of ways to stay well dressed in wartime---brush---air---clean---repair---sponge,---press,---hang---shake---rip---stitch---sew---renake---

KADDERLY:

What's all this? Say that again.

VAN DEMAN:

Not sure I could. Anyway you've heard it all before---just the good old thrifty ways of stretching clothing dollars---helping wardrobes to grow old gracefully. Only now there's one way every single one of us can help in winning this war. Remember those figures you showed me the other day on the amount of wool it takes for each soldier?

KADDERLY:

Yes. It takes a hundred pounds or more of wool to maintain a soldier properly on the fighting line. That includes his blanket of course as well as his clothes. In contrast to that, as I remember it, the average for us civilians here at home in peacetime is something like 2 1/2 pounds a year---of cleaned wool, that is, not wool as it comes off the sheep's back.

(over)

VAN DEMAN:

Off the sheep's backs or on our backs that certainly shows we haven't any wool to waste. And that's one of the points our clothing people stress in their directions for home care of coats, dresses, sweaters, gloves, hose, hats---all the things with wool in them.

KADDERLY:

They don't stop with woolens do they? All kinds of fabrics are getting more precious by the day. Most of the looms and labor that make cotton goods and rayons, and synthetics, are converted to manufacture for military purposes---and due to become more so.

VAN DEMAN:

No, number 1 item on this list of ways to save your clothes is the question ---what kind of fibers make up the cloth? Then you'll see in Miss Scott's bulletin there she's spelled out the day-to-day care and the how-to-store for everything from dresses to umbrellas.

KADDERLY:

Umbrellas? I thought they got lost so fast nobody ever had a chance to take care of them.

VAN DEMAN:

Don't you think it. I have an umbrella I've had for 10 years---at least the frame. I've had it re-covered once. And the frame's good for another "big top."

KADDERLY:

There's quite a bit of metal in an umbrella frame---and there's a big squeeze on nearly every kind of metal for war purposes. ---Yes, Ruth, I can see that better care of umbrellas, even, is part of our wartime conserving.

VAN DEMAN:

When it comes to conserving the fabrics in clothes out of style, or going out at the elbows - that takes real imagination.

KADDERLY:

And a mighty nimble needle?

VAN DEMAN:

Yes, and good sharp razor blade to rip with. But before starting to rip and remodel, it's well to look the fabric over carefully, and be sure its going to be worth the work. If it isn't, send it along for salvage. If it is, - well, lift the cover, Wallace, on that leaflet Reclaim the Family Wardrobe. You'll see what a nimble needle and a clothes sense can accomplish.

KADDERLY:

Well, I'm not exactly a home dressmaker. But if my clothes sense is any good, these look like very smart suggestions sketched out here.

VAN DEMAN:

Of course, no two make-overs are ever quite alike. These merely show typical ways to change shoulder lines, necklines, waistlines, hemlines to give old clothes the 1942 touch.

KADDERLY:

Getting back on to firmer ground for me, Rath. Did you say that both these new leaflets on conserving clothes in wartime are available from the Bureau of Home Economics?

VAN DEMAN:

Yes, we'll even add another for good measure---one telling exactly how to reline a coat. Cold weather coming sooner than we think.

KADDERLY:

Ad lib offer. (Conserving Clothing in Wartime)

